

Amendments In the Claims:

Please cancel claims 1-16.

Please amend the remaining claims as follows:

17. (Presently Amended) A method for allowing a consumer to receive benefits associated with an incentive program created by a business, the method comprising:

accepting via a network a registration of a consumer entitling the consumer to benefits of the incentive program, the registration including information indicative of a credit card of the consumer;

comparing credit card transactional information gathered when customers perform transactions at the business with the information indicative of the credit card of the consumer to determine if the consumer performed a transaction at the business; and

rewarding the consumer in accordance with the benefits of the incentive program if it is determined in the step of comparing that the consumer did perform a transaction at the business.

18. (Presently Amended) A computer-readable media having instructions for determining if a transaction by a member consumer meets a requirement of a rewards program of a member business, the instructions performing steps comprising:

receiving transaction information including information identifying a consumer, information identifying a business, ~~and~~ information pertaining to the purchase of a good or service by the consumer at the business, and information pertaining to the use of a credit card by the consumer at the business comprising an identifier for the business and a credit card number of the consumer;

determining if the consumer identified in the transaction information is the member consumer;

determining if the business identified in the transaction information is the member business; and

if it is determined that the consumer is the member consumer and the business is the member business, determining if the information pertaining to the purchase of a good or service by the consumer at the business meets the requirement of the rewards program of the member business.

19. (Presently Amended) The computer-readable media as recited in claim 18, ~~wherein the transaction information includes information pertaining to the use of a credit card by the consumer at the business comprising an identifier for the business and a credit card number of the consumer and~~ the identifier for the business is compared against a list of identifiers of member businesses to determine if the business is the member business and the credit card number of the customer is compared against a list of credit card numbers of member consumers to determine if the consumer is the member consumer.

20. (Original) The computer-readable media as recited in claim 19, wherein the information to pertaining to the purchase of a good or service by the consumer at the business comprises a day of sale and a time of sale.

21. (Original) The computer-readable media as recited in claim 20, wherein the requirement of the rewards program comprises a specification that a transaction must occur on a predetermined day and the day of sale is compared against the predetermined day to determine if the requirement of the rewards program was met.

22. (Original) The computer-readable media as recited in claim 21, wherein the requirement of the rewards program comprises a specification that a transaction must occur during a predetermined time and that the member consumer make a reservation to transact

business during the predetermined time, and the time of sale is compared against the predetermined time and the reservation time to determine if the requirements of the rewards program were met.

23. (Original) The computer-readable media as recited in claim 22, wherein comparing the time of sale to the reservation time comprises examining the time of sale to determine if it falls within a window of time based upon the reservation time.